

MOBILE CELEBRATES TOURISM

By the Numbers

NUMBER OF VISITORS

2011 - 2,874,349
2012 - 2,829,714
2013 - 2,874,808
2014 - 2,958,008
2015 - 3,050,633
2016 - 3,227,689
2017 - 3,406,459
2018 - 3,296,924
2019 - 3,336,851
2020 - 2,813,442
2021 - coming May 2022

Alabama Tourism Department,
Economic Impact of Travel

AVERAGE DAILY HOTEL RATE

2011 - \$71.49
2012 - \$71.89
2013 - \$73.11
2014 - \$74.76
2015 - \$76.28
2016 - \$76.50
2017 - \$78.13
2018 - \$82.86
2019 - \$83.74
2020 - \$77.73
2021 - \$89.81

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CITY & COUNTY LODGING TAX REVENUE (operating fund, fiscal year)

	City	County
2011	\$7,010,084	\$2,216,282
2012	\$6,670,668	\$2,175,120
2013	\$6,927,187	\$2,254,541
2014	\$7,174,830	\$2,320,052
2015	\$7,529,252	\$2,421,391
2016	\$7,876,145	\$2,554,441
2017	\$8,269,682	\$2,721,602
2018	\$8,888,287	\$2,851,613
2019	\$8,874,232	\$3,042,325
2020	\$7,290,241	\$2,502,250
2021	\$9,436,590	\$ coming soon

Data from Mobile's City and County Monthly Financial Reports

TOTAL VISITOR SPEND

2015 - \$1,027,623,404
2016 - \$1,081,954,872
2017 - \$1,167,139,662
2018 - \$1,255,161,957
2019 - \$1,302,542,294
2020 - \$1,130,984,936
2021 - \$ coming May 2022

Alabama Tourism Department, Economic Impact of Travel

2011 56.7%

2012 56.8%

2013 57.9%

2014 59.3%

2015 60.9%

2016 62.6%

2017 64.5%

2018 63.8%

2019 61.1%

2020 53.3%

2021 63.0%

HOTEL OCCUPANCY RATE (annual)

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